



Policy Matters:

EDUCATING CONGRESS ON PEACE AND SECURITY

Lorelei Kelly and Elizabeth Turpen, Ph.D.

Copyright © 2004
The Henry L. Stimson Center

All rights reserved. No part of this publication may be reproduced or transmitted in any form
or by any means without prior permission in writing from the Henry L. Stimson Center.

Cover design by Design Army.

ISBN 0-9747255-7-9

The Henry L. Stimson Center
11 Dupont Circle, NW Ninth Floor Washington, DC 20036
phone 202.223.5956 fax 202.238.9604
www.stimson.org

Table of Contents

Foreword	v
Acknowledgments	vii
Introduction.....	ix
Chapter One	
A Little Bit of Background	1
Chapter Two	
Today's Congress in Context	8
What Drives the Agenda?	8
A Changing World and Calcified Institutions	15
Chapter Three	
From the Inside Looking Out.....	30
Case Study One: Peace and Conflict Studies.....	30
Case Study Two: Bikes and Bandages Abroad.....	31
Institutional Parameters.....	32
Conclusion	49
Chapter Four	
Turning Information Into Knowledge	50
Case Study One: Biodefense and Public Health.....	50
Case Study Two: Advancing Civil Society in Liberia	52
What is Appropriate to Bring to the Hill?	53
Access, Packaging, and Audience.....	60
Who is Your Audience? Why Should They Care?	68
Finding a Champion for Your Cause	71
Building Coalitions	73
Conclusion	74
Chapter Five	
Nuts and Bolts	75
Learning How Congress Works	75

Agencies and Activism	81
Getting the Member Involved	82
Additional Tips	93
On-the-Hill Outreach	94
Other Resources, Tips, and Tools	100
Chapter Six	
Putting Together the Pieces: The Story of Security for a New Century.....	108
The Story of Security for a New Century.....	109
Theory Into Practice.....	112
Conclusion	123
Appendix: A Final Word on Outreach	125
Advocacy, Lobbying, and Education.....	125
Knowing the Basics	126
About the Authors	129

Foreword

I am pleased to present this new publication by the *Security for a New Century* project of the Henry L. Stimson Center. **Policy Matters: Educating Congress on Peace and Security** is intended to serve as a practical guide for individuals, groups and organizations that seek to engage Members of Congress on critical issues affecting America's role in the world, and on a wide array of national security policies and programs. It is intended to help citizens work with Congress to identify and develop shared understanding about national and international security. The "education" part of this book is really a two-way street: to help Members of Congress develop positions on key issues, citizens must be better educated and savvy in how Congress works. They need to learn about what techniques are effective in getting the attention of busy lawmakers, how committees work, and what communications strategies are likely to achieve desired results. All these issues are addressed in this useful book.

The Stimson Center is proud to sponsor the *Security for New Century* project, which provides congressional staff a continual series of briefings on a very diverse range of security-related issues. This program is intended to help all congressional staff, and it enjoys bipartisan support. The briefings are informational and do not advocate specific legislative solutions to the many problems and challenges in promoting peace and security. Its co-directors, Lorelei Kelly and Elizabeth Turpen, bring a wealth of practical and academic experience and knowledge to the program, and are the co-authors of this new publication.

I'll welcome hearing from you if you have any questions or comments.

Ellen Laipson
President and CEO
The Henry L. Stimson Center

」

」

」

」

Acknowledgments

We are exceedingly grateful to our supporters for making this publication possible. Their enthusiasm and commitment not only provided the impetus for this book, but has also enabled us to help educate Congress through the *Security for a New Century* program. Our funders include the Carnegie Corporation of New York, John D. and Catherine T. MacArthur Foundation, Ploughshares Fund, Prospect Hill Foundation, Rockefeller Brothers Fund, Scherman Foundation, and United States Institute of Peace.

We are grateful to our thoughtful reviewers who read our initial drafts and offered hard-hitting and helpful critiques that greatly enhanced this final product. Our heartfelt thanks go to Kathy Gille, Kate Turner, Sarah Devine, Kim Abbott, Susannah Cernojevich, Lee Ross, Sean Meyer, Stanton Denman, Alton Frye, Jim Dykstra, and Tim Mooney. Our friends in uniform, LTC Richard Lacquement and LTC Tony Pfaff also read drafts and helped sharpen our understanding of grand strategy and military issues.

We would also like to take this opportunity to thank individuals who have been vital to the success of *Security for a New Century* through their unflagging encouragement and creative spirit. They include Elizabeth Furse, Lynn Woolsey, Amy Butler, Chris Seiple, Bill Tate, and Erin Sheerin. Special thanks go to all the folks at the Stanford Center on Conflict and Negotiation as well as Steve Toben—an individual to whom the entire field of conflict resolution owes a great deal.

Most importantly, this publication would not have been possible without the insightful and good-humored collaboration and support of Adam J. Hantman. We are also grateful to Michael Heller, Nate Olson, Elizabeth Blumenthal, and other Stimson staff who helped bring this project to fruition.

Finally, we would also like to express our appreciation to all our generous colleagues and friends from non-governmental organizations, on Capitol Hill, in the US military, and at academic institutions for their interest and suggestions in our publication of this work. Their conviction that institutions and everyday citizens would benefit from the lessons of the *Security for a New Century* project provided the inspiration to write this book. We hope our efforts meet their expectations.

Lorelei Kelly and Elizabeth Turpen
Co-Directors, *Security for a New Century*